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ABSTRACT

A background paper sent to the participants of the Nairobi Conference inviting them to take part in a brainstorming on "Africa's Role in the North-South Dialogue on Communication" introduces this booklet. It is comprised of four articles, "Intensifying the Dialogue," which summarizes the proceedings and recommendations; "A Responsibility for Development," the keynote address; "Social Groups Demand a Fair Share"; and "Communication Training in Africa." The conference agenda and a report on The Friedrich-Ebert Stiftung--a political foundation--and its communication activities are also included. (DF)

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Africa's Role in the North-South Dialogue on Communication

Summary report on the Nairobi Conference 1–3 Dec., 1982

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FRIEDRICH-EBERT-STIFTUNG

CONFRONTATION OR COOPERATION?

AFRICA'S ROLE IN THE NORTH-SOUTH DIALOGUE ON COMMUNICATION

A summary report on the Nairobi Conference organized by the Friedrich-Ebert-Stiftung and the Kenyan Ministry of Information and Broadcasting on 1st to 3rd December 1982

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TO REPLACE AN INTRODUCTION

The following is the background paper sent to the participants of the Nairobi Conference inviting them to take part in a brainstorming on "Africa's Role in the North-South Dialogue on Communication". In this summary report it can well serve as a substitute for an introduction.

The dialogue between South and North on communication issues and the debate on a New International Information and Communication Order seem to have reached a stage where little or no progress can be expected for the immediate future. The South has uttered its accusations in not uncertain terms and the many voices of the Southern hemisphere tend to vary only in terms of more or less patience and more or less radical demands.

The North, on the other hand, seems to have turned its back to the problem, minds its own political and ideological differences and

reluctantly licks its wounds that have been cut by the worldwide economic crisis.

Such a sinister description of the present situation will certainly provoke testimonies to the contrary from both camps pointing to the efforts of UNESCO and the International Programme for the Development of Communications (IPDC), of IIC (International Institute of Communications) and IAMCR (International Association of Mass Communication Research), the initiatives of the Pool of Non-Aligned News Agencies, of UNDP, of ips Inter Press Service, of OANA and the Asian News Network ANN and last but not least of PANA, the Pan-African News Agency. Many other initiatives and efforts, both, in the North and in the South could be quoted to prove that the worldwide public debate on the North-South relationship in the field of communications is not exclusively a history of failures and and disappointments.

The Friedrich-Ebert-Stiftung itself, needing little or no introduction to many African countries in the field of communication, could claim to have made rather modest but sometimes lasting contributions to redress the saddening state of affairs of North-South relationships in various fields. However, a "cost-benefit" analysis of achievements made in the last ten or twenty years of Afro-European and Afro-German relations in the field of communications may lead to totally different results than just a reflection of the hopes and expectations which were uttered and raised in the South and the efforts and inputs that were made by the North.

Gigantic meetings like the UNESCO Cultural Conference in Mexico no longer seem to provide the adequate mechanism for understanding, compromise and progress. We, therefore, feel that we should try the opposite extreme: Rather than inviting 1.500 to 2.000 delegates from either side and producing tons of papers and documents nobody will be able to handle afterwards, leave alone the necessary translation into reality, we suggest to you to try out a completely different pattern. We intend to start a series of small meetings with outstanding representatives of African media, communication administrations and the academic sector with not more than 15 to 20 personalities from either side at a time. At the outset, we would like to invite a small number of representatives from English speaking African countries and intend to organize a follow-up for scholars, practitioners and administrators from the francophone countries and from the Arab region of African nations. If the concept proves to be useful we intend to have at least a second round of these brainstorming sessions.

The idea is based on the assumption that both parties to such an event will have made their general statements of accusation and defence, of

broad ideological positions and of testimonies owing to ones own government, company or media already prior to the opening of the first session.

We are convinced that - on this assumption - all participants will be even more outspoken, aggressive in a positive sense and determined to arrive at concrete conclusions and recommendations. We also hope that a German NGO inviting African and German representatives of government, media and academia from both, English speaking Africa and Germany in their personal capacity will be an adequate and acceptable organizer for this kind of brainstorming forum.

Contentwise it is intended to discuss existing and future Afro-German and Afro-European cooperation in the broad field of communications with the aim of arriving at better ways, means, procedures and more effective models for such cooperation. It is also intended to develop models of cooperation for the future that are not restricted to the Afro-German approach, but could be used, modified and applied by other industrialized countries of the North, depending on the quality of the deliberations and recommendations. The Friedrich-Ebert-Stiftung is prepared to make the results and recommendations of the Conference available to other countries, regional organisations, such as the European Community and international bodies like the UN and UN-affiliated organisations.

In the course of the preparations for the proposed series of small scale conferences it was proposed to treat the overall subject by way of dealing with the different channels and instruments of communication rather than discussing exclusively the broader issues of the New Order and the general terms of North-South relations. This is suggested and mirrored by the draft agenda in order to arrive at the aforementioned kind of concrete proposals and recommendations, but should not prevent any participant from dealing with ideological, political, socio-economic, cultural and technical implications that need to be taken into consideration.

Federal German institutions, be they governmental (as the BMZ), parastatal (like GTZ, CDG), public cooperations (like the Television Training Centre in Berlin or the Radio Broadcast Training Centre in Cologne) or NGOs (like FES) can probably claim to have developed a useful and adequate overall programme for cooperation with African countries and media institutions. However, we feel that - in spite of or rather because of increasing economic difficulties - ways and means should be sought to improve the dialogue and to make ways and methods of cooperation more effective than in the past.

The provocative thoughts uttered in this background paper shall serve a double purpose: On one hand we would like you to understand our motives for convening this meeting in cooperation with our Kenyan hosts. On the other, we would be pleased to receive - either before or during the meeting - your own reflections, contradictions or further comments in writing or in an oral presentation.

INTENSIFYING THE DIALOGUE

While the forum provided by the Conference was more or less equally shared by Africans and Europeans of different professions and backgrounds and the chair was alternately held by the Kenyan Permanent Secretary of Information and the FES Head of Division of Mass Media there was no doubt that the rapporteur should be an African. The Director of the National Film Training Institute (NAFTI) in Accra/Ghana, Mr. Kweku Opoku, was appointed rapporteur. His summary of the proceedings and recommendations is presented below:

The Ministry of Information and Broadcasting of Kenya, in cooperation with the Friedrich-Ebert-Stiftung of the Federal Republic of Germany, have made it possible for an important conference on "Africa's Role in a North-South Dialogue on Communication" to take place in Nairobi from 1st to 3rd December, 1980.

This was the second in the series of such regional meetings that have been realized so far. The first of which concentrated on Latin America, took place in Ecuador and was organized in cooperation with the FES and CIESPAL, the Latin American regional Centre of the worldwide UNESCO-initiated ComNet system of Mass Communication research and documentation institutes.

The Nairobi Conference, was an initial meeting of anglophone African specialists in the media, from the training side, policy planning and current practice, with their counterparts from Germany.

It is conceived that within a smaller grouping but equally representative one, a more productive and practice-orientated dialogue will take place, to make a further contribution to the understanding and eventual realization of a New International Information and Communication Order. The objectives of the Conference were therefore briefly:

(1) To brainstorm and arrive at recommendations and proposals of all sorts
(2) To encourage participants to carry on at their levels in terms of positions they occupy - the debate and take practical actions that stem from the findings of the Conference when they return home
(3) To intensify the on-going dialogue on the issues of areas of cooperation between African countries in the South and European countries like Federal Germany in the North.

The Conference therefore steered away from the generalisations on the broader issues of the New Order and the general terms of North-South relationship of which many are very familiar with since the significant UNESCO Conference of 1978.

Opening Session - 1st December, 1982

The Conference was opened by Mr. J. Kiti, Permanent Secretary, Ministry of Information and Broadcasting, Kenya. He officiated on behalf of the Minister Hon. E.T. Mwamunga EGH.MP.

In his speech he pointed out that the demand for a New Information and Communication Order cannot be achieved overnight; that the demands for a New Order essentially involve a restructuring of economic relations between the North and the South; for this a great deal of patient negotiations will be necessary on the part of the South and political will on the part of countries of the North.

First Working Session - 2nd December, 1982

The Conference dealt with a paper presented by the FES Mass Media representative which is quoted in this brochure, and discussed short presentations of news agency professionals from both, the South and the North under the heading

PRESS AGENCIES - National, regional and international agencies in Africa.

The Conference observed that for many years, there seemed to be no way of reconciling the opposing views and interests between the South and the North till the acceptance of the concept of a New Information Oorder which was unanimously approved at the UNESCO Conference in 1978. The forum for the dialogue was created. Much has been said about the dominant role of Northern wire agencies like Reuters, UPI etc. It is clear that simply banning these transnational agencies from the media and information systems in the South does not solve the problem. The key is the establishment of alternative channels and networks in the South. The Non-Aligned News Pool, IPS, and PANA are steps in the right direction.

Various bilateral cooperation and exchange agreements between the agencies in the North and in the South have been made to increase the range of choice of news for selection by the journalist in the South but these still leave the agencies of the South without eyewitness of their own in the North.

The equally urgent need for alternatives to the newsfilm agencies like Visnews, CBS etc. was also noted with the example of Servicio Iberoamericano de Novelas (SIN) in Latin America.

The possibilities of cooperation between the North and South that would be mutually beneficial and improve also the South to South flow of information is hampered by the unresolved issues of the different principles and perceptions of a free press. The South maintains that:

(1) public ownership of media is inevitable because it is only the state that can afford the initial capital investment needed;
(2) ownership is in no way a sign for lack of press freedom;
(3) the freedom of expression in the media anywhere in the world is within limits defined in relation to the political and economic objectives of who ever own them;
(4) the South sees the role of the media as means to advance development programmes, therefore, as tools for education and information.

However, it was again observed that governments of the South do not rate the mass media high on their priority lists for cooperation and assistance, therefore make it difficult for the North to give assistance where it may be possible.

But the New Order must begin at home in the South; PANA for example cannot operate if members will not ensure the payment of their dues and fulfill other financial and staff commitments.

On the role of the journalists it was stressed that the journalists cannot go on thinking of the 'freedom' of the individual journalist based on what is a false notion of neutrality and thus absolute objectivity in reporting. The responsibility of the journalist is not to himself but to his society. Therefore, the need to seriously re-examine certain concepts and attitudes in the profession is rated very high. The concepts of news as a commodity ("bad news is good news:") is a choice of terminologies that sometimes can imprison the minds of journalists. The responsibility of the journalist must be to strive to educate the readership to reduce the ignorance about other people within the national and the international context.

More efforts in this direction have also to be made by journalists from the North. Why the journalists from the North find it difficult to reach the newsmakers of the South and seem to be avoided by them is basically a question of mutual mistrust. The journalists especially in the South on the other hand, need to be more committed and open with expression of opinions within the political environment that they practise.

Second Working Session - 2nd December, 1982

THE ROLE OF RADIO IN THE PROCESS OF DEVELOPMENT

After the presentation of various statements pertaining to the role of radio the Conference felt that radio is still the most widespread and effective medium of communication in the South. Many governments in the South have failed to give the necessary backing to ensure the continuation and development of radio. Many transmitters in the South are worn out and weak. So many people, in a given country, have difficulties to receive local programmes or find them boring and one-sited and therefore switch to broadcasts from the North. On the other hand there are not enough receivers for the mass of the people. Again here the North can help but has tended to shy away because government control seems to make radio a propaganda tool.

It is pertinent to note that in the North, though much of the mass media is privately owned or publicly controlled, the external services of radio in the North are always under government supervision. BBC, VOA etc. are examples for this state of affairs.

The use of radio by liberation movements in Southern Africa shows further the role and power of this medium. But at the time of liberation like in Zimbabwe the various other problems arise, like what choice for wavelengths, provision of receivers, new programming, technically competent staff to man larger stations and the need for hardware and training.

The present situation of Botswana and other frontline countries was noted with concern. South Africa uses the media to destabilize these countries. There is a desperate need to train personnel and to equip these countries to defend all against the inhuman Apartheid South Africa.

Third Working Session - 2nd December, 1982

TELEVISION AND TV FILMS

Conference noted that TV is not yet as widely received as radio but is bound to grow in the countries of the South.

This very situation makes more obvious the need for proper media planning and sound communication policies, for many problems have come up:

(1) All networks have to broadcast in colour because there is hardly any more manufacturer on the world market for black and white television equipment. Stations that already exist and transmit black and white find it equally or more expensive to maintain their equipment than colour stations. So, they have to change.

Pertaining to hardware in African television the following questions were - among others - discussed in some detail:

- Which equipment to choose in an ever-changing industry of video technology?
- Should the TV station make provision for film production departments when E.P.U./ENG can more effectively and efficiently do the work and, costwise, EPU hardware and utility value is far cheaper than film?
- Transmitters - what to choose?
- Satellite transmissions or terrestrial linkage?

(2) There is a desperate need to improve both quantity and quality of local production. This is the only guarantee against the flooding of cheap productions from the North that have no meaningful educational value but tend to disorientate the people of the South. The TV directors of the South can say NO to these cheap productions but it seems the pressure to fill air time has so far dictated to them to buy.

(3) The need for the standardisation of equipment formats and procedures to facilitate exchange of programmes was stressed. Cooperation between African countries themselves is very essential. The URTNA exchange programme should be given maximum help.

Forth Working Session - 2nd December, 1982

POLITICS OF COMMUNICATION AND PLANNING OF COMMUNICATION IN AFRICA

The Conference noted the need for a more critical evaluation of what has gone on in the past. It was pointed out that it is not for the North to solve the problems of the South but to help create the conditions that make it possible to give the South the chance to get their views and messages across to the North.

The different media policies of different media institutions and governments in the North need to be well known to the South in order that future negotiations with the North do not give rise to misunderstandings arising out of different intentions.

On the side of the North it is important for friendly organisations and institutions to struggle for media policies that have a positive stand towards the South. The FES for example is determined to protest against any change in media policy in Germany that may seek to reverse the present pro-South position.

In the South the low priority of communication policies is one of the dangers. Why has PANA taken so long to take off? And the URTNA Programme Exchange Centre too? Where is the African assistance and cooperation? Unless the South gives communication a priority and thus invests in it to improve it, the almost uncritical one-way flow of information will continue because of the dependency. - Alongside making communication and media a priority is the question of planning. There is a need to assess what the needs are, in terms of personnel, equipment, training and research and at what levels and where.

The development of technology, especially satellites, creates the situation of further domination and monopoly of transmission of programmes from North to South, unless it is made possible for the South to buy or hire transponders from INTELSAT or to launch systems of their own like Arabsat and Palapa. Specifically the prohibitive satellite tariffs for television must be drastically reduced.

Fifth Working Session - 3rd December, 1982

COOPERATION, CONFRONTATION OR DISSOCIATION?
and
RESEARCH - DOCUMENTATION - TRAINING

The need for cooperation between the North and the South was very strongly expressed. Also the need for more cooperation between the nations of the South.

The North was made to understand that public ownership is not inimical to freedom of expression within the organisation or institution so owned in the South. Most media institutions in the South though publicly or government owned are ready to cooperate in the areas of technical assistance and training of personnel. The question of programme content is one on which there should always be a healthy dissociation, no one in the North or in the South should try to impose ideas of content on the other. This raises a question in the area of training. As much as possible training must be made possible within the context of final productions in the South, so that syllabi will be developed to meet the socio-political and economic needs of the South.

The Friedrich-Ebert-Stiftung, who in the past 20 years has initiated many programmes for cooperation, assisted in setting up, for example, the National Film Training Institute NAFTI in Accra/Ghana and the Film Production Training Department of the KIMC in cooperation with Ghana Government and Kenya Government. The realization of these two training institutions is an example of cooperation to be emulated.

Training at all levels is one of the most vital needs of the South. There are some training institutions in the South but these are woefully inadequate in relation to the number of people demanding training. However, any effective cooperation will demand a careful planning on the side of the South. To make an assessment of members and qualifications of communication personnel needs to work out a strategy for training. This needs also research, and researchers must be trained more communication specialists. Training cannot be effective if there is no research. The South to South cooperation to set up regional institutions is imperative for both economic and political reasons.

Matters of finance have always been a problem. IPDC for example needs a lot more contributions to allow it operate effectively.

The FES, in this context, promised to continue doing what it can to help, especially also in cooperation with UNESCO by way of information exchange; through organizing conferences such as this one, bringing policy makers together with communication experts and scholars, working journalists and information officers.

The conference noted, however, that even as things stand at present there is an under-utilization of some of the available trained personnel because the civil service structure is not flexibile enough in many countries of the South - this creates problems of hierarchy and long chains of command, also salaries are very low and do not reflect the inputs and capabilities of many of the experts, especially technicians.

SUMMARY OF THE MAIN POINTS

(1) In the South there is the need for:

- (i) trained communication planners/researchers
- (ii) clear national communication/media policies
- (iii) regional communication/media policies
- (iv) governments to rate communication and media higher up on their priority lists to make more positive contributions to projects
- (v) clearer understanding of differences in media policy of different organisations and governments of the North
- (vi) media men and women of the South are resolved to push harder with all such demands

(2) There is a need for a more flexible approach of the North towards the issue of public ownership of media institutions in the South. There is a need for the South for more substantial contributions to its own media.

(3) Recognition of the need to support the efforts made by the South - PANA, IPS, URTNA etc.

(4) Serious concern was expressed over evolving new technologies and satellite tarrifs being out of the financial reach of the South.

(5) Special attention was paid to frontline states being in need of strong media that can fight the inhuman system of Apartheid.

(6) Further advance towards a New Information Order depends largely on the initiative and unity of the South.

A RESPONSIBILITY FOR DEVELOPMENT

This speech by the Minister for Information and Broadcasting, Hon. E.T. Mwamunga, EGH, MP, was the key note address at the opening of the Conference on "Africa's Role in an North-South Dialogue on Communication". The address reflects the problems and aspirations of an important developing country in Africa in the communication field as seen from the Government's point of view. No doubt is left that there are serious differences of opinion with a Western concept of information freedom. However, attempts are being made to suggest changes acceptable to both parties to the dispute.

Allow me, Ladies and Gentlemen, to thank the organisers of this very important conference for inviting me to be with you today. I am particularly pleased that you have found it appropriate to ask me as Minister responsible for information policy of the Kenya Government, to officiate at this function and share with you some of our views on North-South Dialogue on communication.

The demands for a New Information and Communication Order is nothing new. They are a part of a continuing process of negotiable demands and requests through which the developing countries, which for years have undergone through colonialism, oppression and economic deprivation, seek to get command of the forces that govern their quality of life.

We in Kenya do not see the New Information and Communication Order as something that can be achieved overnight, but the demands for the new order essentially involve a restructuring of economic relations that have existed between the North and the South. To achieve this goal, a great deal of patient negotiations will be necessary on the part of all of us. What we have not seen much of, is the political will on the part of the countries of the North to make these negotiations a success. Most of the organisations that control and operate communication channels in the North have not shown much cooperation either.

We have witnessed attempts to stall the negotiation process, and we have also seen a lot of unkept promises for training and for infrastructure. But we have yet to see earnest attempts to make the negotiations the serious affair that they should be. We are however encouraged by the events in Paris last week (Editor's note: This refers to a UNESCO conference held in Paris end of November, 1982.)

Time is ripe, Ladies and Gentlemen for a charter envisaging a situation in which all countries of the world could feel secure under the umbrella of the New Information and Communication Order.

Whereas a free press at its best is a fundamental element of a free democratic society, it is also true, ironically, that the media where it is too powerful, tends to polarise view points, stir controversy, harden attitudes and paddle enbitterment and hate among people and nations to the point where judgement is distorted.

This brings me now to one of the major misunderstandings between the North and the South. This is the role to be played by communication media in individual countries. I am of the view that in addition to informing, the role of communication media in the South has an added responsibility of encouraging development and awareness to the less fortunate members of the community in the South. This role of communication in the developing countries has not been fully appreciated by the developed countries. This is more so due to the Western style of selection and presentation of news which is to a large extent controlled by their selling capacity - "News" is treated as a commodity that must make money: The effects of the news to the society is relagated to the second rank. This is I think the reason why the developed countries have failed to appreciate and accept news from the South as it is written

and presented. This same monetary consideration leads the Western countries to give greater prominence to negative stories such as murders and rapes while news of development nature from the Third World are termed: uninteresting and unsalable.

The existing imbalance of exchange of news between developed and developing countries should be given a serious thought. The imbalance should be removed by creating a two way traffic in the exchange and acceptability of news by the North from the South. This will need, as I have already hinted, a new definition of what constitutes news, salable news.

It could be argued that the countries of the South are weak and are in no position to make such demands for the New Order and equitable flow of information. The reality of the matter is that nations of the world are increasingly becoming more and more inter-dependent and any conflict among them could be disastrous to all. We believe it is on the basis of this inter-dependence that the countries of the South are asking for negotiations through which compromises can be arrived at.

The tide to change the existing imbalance in both the economic and communication spheres seems to have gathered so much momentum that change will be inevitable in the long run. We therefore ask of the North, why do we wait until we are swept by the events.

Ladies and Gentlemen, we are delighted to host this Conference whose theme is "Africa's Role in an North-South Dialogue on Communication" especially because it was also here in Nairobi that one of the early steps towards understanding of the injustices inherent in the present world order of the communication process was launched. I refer to the 1976 10th Session of the UNESCO General Assembly held here and at which the International Commission for the Study of Communication Problems was established.

The report of that Commission (known as the McBride Report) calls for among other things, the enhancement of the freedom of the press, an end to censorship in all forms, but most vital to us, it calls for the development of communication capabilities in the developing nations through the training of the relevant personnel and through the establishment of necessary infrastructure.

In certain quarters in the North, fear has been expressed that the call for a New Communication and Information Order would lead to censorship and curbing of press freedom and eventually to "totalitarianism". However, nowhere in the McBride report do we see a recommendation which calls for the control of the press.

Nevertheless, it could be said that the media is not everywhere free and in some sense is not anywhere free of constraint. As you know, publicity does not always imply the propagation of the truth.

With the New Order, we could together work towards the reduction of and even elimination of media nationalism and eventually do away with the syndromes "Us and Them", "Allies and Enemies", "East and West" and "North and South". We have noticed that these syndromes of media nationalism are used at times to counter one sided messages but this too is a contradiction. It is inadmissable for a society to smoother media freedom in the name of nationalism.

As far as we are concerned here in Kenya, we would like to see a stronger and more unbiased practice of the freedom of the press, we would like to see the practice of this freedom engender respect for our sovereignity and strengthen our national unity and socio-economic development.

We would like to see the press not as our adversary perpetuating factionalism and foreign ideology and culture, but as an ally in our efforts to improve the quality of life of our people. It is through the process of information and communication that our people, especially those in the rural areas where the majority still live, will have an opportunity to be enlightened and thus play their rightful role in national development.

Ladies and Gentlemen, when we speak of the underdevelopment of the South in the fields of communication and the need for the North to play a more active role in bringing about balance in this field, it is important to note that the situation in Africa is more pathetic than in Asia and Latin America.

Africa is still the most backward continent in communication infrastructure. A look at a few figures will show how behind Africa is in the field of communication. Although radio stands out as the most widely available medium in the continent, its greater expansion is only relative compared to Asia and Latin America. Radio transmitters in Africa represent only 10 per cent of transmitters in the developing world. The African continent has seven receivers per 1.000 inhabitants while the world average is 20 per 1.000.

Television presents an even more striking case of the African lag, only 30 African countries have television production and transmission facilities.

The print media, though having longer tradition remain underdeveloped in Africa. About ten African countries do not have any daily newspaper and the whole continent has only 33 news agencies.

Figures available as at 1979 show that Africa had less than 200 daily newspapers and the circulation was 14 newspapers per 100 inhabitants. These figures regrettably include the racist South Africa whose inhuman system of apartheid is well known.

It should be noted that the figures at that time for Asia was 64 newspapers per 100 inhabitants, 74 in Latin America and 312 in the developed countries. The situation in Africa has not changed much since 1979.

Figures reflecting the quantitative imbalance between the African communication infrastructure and the rest of the world stress only the most obvious aspect of the deficiencies. Behind these figures, lies a situation of total dependency which moulds the development of African communication systems.

The development of telecommunications not only benefits other social and economic activities but it is also directly related both to the scope and content of the mass media. Without telecommunications it would be difficult for modern mass media to function or even to exist.

The telephone is the most widely used form of telecommunications. The number of telephones per 1.000 population is often used as an index of the development of telecommunications in a given country. Available figures show that Africa has only four telephones per 1.000 inhabitants. Low as this figure is, it does not reflect the scarcity of telephone services in the rural areas. The figure also does not indicate the level of access of the population to the telephone service or the reliability of the service.

Other telecommunications facilities in Africa include telex services and microwave links, but these services in many African countries remain deficient. Africa's telecommunications networks are not yet integrated at the regional levels save for the East African countries formally belonging to the defunct East African Community, this state of affairs has impeded infra-African communication flow. It is no wonder, therefore, that communication between countries in one region often has to be routed through Europe. Further, all communications between and into independent African countries of Botswana, Lesotho and Swaziland have to be routed through the racist South Africa.

You will notice, therefore, Ladies and Gentlemen, that in all the fields of communication, the countries of the South and more so Africa, almost totally depend on industrialized countries of the North. This dependency stems from the planning and building of infrastructural networks right down to their management. Is it not time that we posed and ask ourselves whether it is not time for some change.

I must say, however, that it would be wrong to conclude that all initiatives and efforts, both in the North and in the South on communication issues and the idea of a New International Information and Communication Order have been exclusively a history of failures and disappointments. In this regard I must single out the Friedrich-Ebert-Stiftung among others who could claim to have made modest contributions to redress the saddening state of affairs of North-South relationships in the various fields of communication.

Like St. Paul, we need a vision to occur on the road to Damascus. This is one world and to preserve it we must learn to care, to share and to manage it better, men and women of the media should understand and appreciate this.

Finally, Ladies and Gentlemen, I wish on behalf of the Kenya Government, to welcome all the distinguised guests from brother African countries who have found time to participate in this very important Conference. Please feel at home as you are among brothers and sisters. I hope you will find time to go outside Nairobi and see for yourself efforts being made by our government and people in socio-economic development aimed at improving the quality of life of our people.

SOCIAL GROUPS DEMAND A FAIR SHARE

The Friedrich-Ebert-Stiftung calling itself a "Political Foundation" is not just a funding agency providing the necessary means for certain projects or meetings. In nearly twenty years of active participation in communication activities of Third World countries the FES has developed its own philosophy and approach towards the big issues presently under discussion. The following paper presented in Nairobi by the Foundation's head of Mass Communication Division, Reinhard Keune, shows that the FES tries to share the concern of Third World partners without abandoning its own socio-political identity.

While I am greatly honoured to address such an illustrious group of communicators and politicians I must confess that I also find myself confronted with a challenging and difficult task. First, I am not a German official who could make a statement on behalf of a Western government presenting its views and position with regard to a New International Information and Communication Order. Secondly, since

more than a decade, I work with a German NGO whose ultimate aim is not to sell Northern pattern and recipes to the South but tries to develop practical and political cooperation with partners in the South.

I must therefore seek your indulgence if and when I do not try to adopt the position of a Northern missionary, hardliner or "freedom fighter", not even as the devil's advocate in the interest of a lively and controversial discussion. My modest aim is to offer you a few thoughts and examples derived from one position among many other possible positions.

BALANCE OF INTERESTS

The concept of a New Order in the information field as it stands now and was unanimously accepted by the UNESCO General Conference in 1978 is in itself a compromise trying to consider and balance the interests of the North as well as the South. For many years there seemed to be no way to reconcile these opposing interests. The first and second development decades had given ample proof of the inability on both sides to agree on such vitally important issues as terms-of-trade and the solution of the nutrition problem of the South. The New International Economic Order, so far, remains a demand of the South, on one hand, and a hardly acceptable threat to the North, on the other.

The Belgrade agreement on the concept for a New Information Order therefore came as a miracle to all those who are aware of growing confrontation in international relations. The consent in admittedly rather broad terms should thus be treated by all concerned with some love and care, even at the expense of further compromises.

The consent reached, to my mind, will only survive and gather momentum, if and when both sides perceive it, first of all as an agreement to disagree. To different people and different camps the New Information Order means something different, like the word "freedom" has a different meaning in a Western democratic and pluralist society, in an Eastern socialist country, in an authoritarian military regime or in a one-party system of a young African nation. Even within a single Western country like Federal Germany the differences in how to pronounce and use the word "peace" have recently developed controversy.

My German friend, the broadcaster Richard Dill, has described my point in no uncertain terms: "The chances for confrontation, for violence and even war are increasing. And to journalists finding themselves behind bars, it will make little difference whether they are victims of freedom fighters or of peace-lovers."

We must, therefore, strengthen those who believe that peace and freedom must be thought and sought simultaneously. In a world where many systems are allowed to compete and develop on equal grounds, this seems possible. In a mono-cause, mono-goal and mono-principle world ... not".

If I accept this as a guideline for myself and my organisation and even as the only approach to filling the concept of the New Order with life, then I have to accept a number of important consequences.

A PLEA FOR ALTERNATIVES

First - in a North-South dimension I can no longer be a follower of and a fighter for Northern predominance in the international market of information and news without further reflexion. Until quite recently around 90 per cent of all papers, write-ups and articles on the New Order began with a description of the dominant role of Northern Wire agencies like UPI, AP, AFP, Reuters and TASS. We can therefore assume that there is sufficient awareness of this problem.

But, on the other side, very few ideas have been brought forward how to redress the situation. Some developing countries like India tried occasionally to ban these transnational agencies from their media and information system, but by doing so they found themselves soon cut off from the main streams of world news.

While alternative agencies or groups like IPS and the Non-Aligned News Pool try to shoulder some of the less event-oriented background news flow in the North-South direction, their main thrust is in the South-South and South-North dimension. To challenge the existing transnational systems dominated by the North is, therefore, an idle and useless effort. But to establish alternative channels and networks carrying their own and different messages seems to be the timely and adequate answer.

Thus, a better response will be a multitude of bilateral cooperation and exchange agreements between agencies in the North and the developing world to diversify the North-South flow and to give the journalist in the South a better chance to select.

More than 20 cooperation agreements of this nature, which include also training assistance, have been concluded by the two German news agencies dpa and ddp. These agreements, however, leave the Third World agencies without their own eye-witnesses in the North.

Therefore, more correspondents of media and agencies from the South should be posted in the North, hopefully with the initial help of donor countries and agencies.

A LATIN AMERICAN EXAMPLE

Less known than the dominance in the press agency field is the important role Western newsfilm agencies play in the Third World. Agencies like UPITN, VISNEWS and CBS News provide by far the highest share of televised news through their global networks of distribution. Again it can not be a question of banning them from the South, but to establish additional and alternative systems of North-South flow. Coexistence of broadcasters and news film agencies is - since more than 20 years - an accepted rule in Western Europe, where, on an average, 49 per cent of the overall news coverage of the EBU news exchange is provided by agencies and 51 per cent by the participating TV networks.

Latin American TV stations were the first in the developing world to agree on such a non-agency scheme by setting up the Servicio Iberoamericano de Novelas (SIN) in close cooperation with the European Broadcasting Union (EBU).

We at the Friedrich-Ebert-Stiftung took up the Latin American example at a very early stage twelve years ago - following requests of different regional Broadcasting Unions - developed various schemes for TV news exchanges in the Arab World, Asia and Africa, preparing also for agreements on news exchanges with the EBU.

Three major international conferences on TV news and news exchanges (in Cologne 1973, in Cairo 1977 and in Jakarta 1981) paved the way for better cooperation among the TV broadcasters in North and South and also with the newsfilm agencies. Since the results of these schemes and meetings were extremely valuable for broadcasters in the Third World, I wonder whether - after a European, an Arab and an Asian country - now an African host ould volunteer for the next "Olympics" in TV news exchange in two or three years from now.

DIFFERENT PRINCIPLES

Secondly - in a South-South dimension the pluralistic approach I tried to explain should also result in tolerance and - where possible - in active cooperation. Western industrialized countries like the Federal Republic tend to shy away from cooperation with media in the Third World for the

benefit of a better South to South flow of information, because the media systems in many developing countries are government-owned or government-dominated. So, when dealing with them, Western governments feel a bit like traitors of their own principles and perceptions of a free press. In Europe politicians and journalists are especially sensitive in this respect because the rude suppression of free media by the Nazis and the reglementated press in Eastern Europe set negative examples for them.

However, the West has committed itself to the Group of 77 in the process of negotiating the New Order and this commitment eventually made the compromise of Belgrade possible. Rather high expectations have been raised pertaining to Western aid for the development of media systems in the South, which are highly dependent on the import of sophisticated technology and require an extraordinary amount of professional skills, training and consultancy services. Thus, the West will have to come around to fulfull its promises, in spite of its hesitations and its empty treasuries.

A CRITICAL REMARK

Having been involved for many years in cooperation projects designed to serve national development by media and a better South to South flow of information I like to address a critical remark to the gate-keepers and politicians in the South. They will not profit from cooperation with the North or with their neighbours in their own regions unless they decide for themselves to attribute a high priority to communication and media for development. The West, in turn, is unable to fulfill its commitment if and when governments in the South themselves neglect supporting the media, be they private or government-owned or public institutions.

Complaints that the West does not do enough to strengthen communication with and within developing countries as a counter-weight to its own dominance are often rightly answered with the hint that Third World governments do not push media projects high enough up on the list of priorities for Western support. It is evident that the New Information Order must begin at home, based on policy and priority decisions. Otherwise there is a danger that the NIICO dies already on Cabinet tables in the South before reaching the West as a challenge to its commitment.

The manifold problems, angles, ideological strongholds and opinions involved in our difficult topic also require adequate action in the North. I was, therefore, very pleased, when the Federal German Government,

about a year ago, invited for the first time ever, representatives of universities and foundations, development agencies, NGOs and interested delegates from broadcasting and press to discuss the German position in IPDC. The Federal Republic had been elected one of the 35 members of the UNESCO-affiliated International Programme for Development of Communication - IPDC - and now sought the advice of German practitioners from the media and from non-governmental agencies.

The result was a host of ideas, critical observations and concrete proposals that has certainly influenced the German position at the IPDC meeting to follow.

NEW COMMUNICATION TECHNOLOGIES

Thirdly - the South-North dimension of the projected New Order has been and still is the most crucial aspect of the projected concept. Developing countries want to voice themselves on an equal footing on the international information scene and even demand worldwide reglementations and sanctions to ensure a "balanced" information flow. The Belgrade Declaration and the agreement on IPDC, however, show a growing awareness of the fact that reglementations are unacceptable to the West and that cooperation might be the better answer to the problem.

In the light of the aforesaid we have to ask ourselves where to go to from now. In the past, many advocates of the South have claimed that the NIICO is an offspring of the concept of a New Economic Order comparing only the jargon and the similarity of demands.

In the meantime, however, Herb Schiller has explained in an impressive way that economic and communication issues are closely related and are mutually inter-dependent. Schiller points to estimates that the world market for telecommunications equipment will more than double between 1977 and 1987, going from US $ 30 to US $ 65 billion. He quotes studies proving that "information machinery, information service, information products and information 'know-how' have become increasingly significant components of American foreign trade".

The consequences Herb Schiller draws from this new situation for the Third World are worth being quoted with great care and emphasis: "Information management for years permitted the dominating centres to ignore or misrepresent the Third World demands for new economic and cultural-informational arrangements.

Now new tendencies can be observed. The far-reaching industrial and technological shifts occurring under the initiatives and guidance of transnational business provide an opportunity for - if not necessitate - the centres of domination to adopt the language, if not the substance, of socially desirable change.

At the same time, these developments are being described as facilitating a new global and economic and informational order. But this is an "order" quite unlike the one perceived originally by the Third World and Non-Aligned Nations. It does not arise out of dependency and the desire to overcome it - the inspiration of the poor world - but derives from the beneficiaries of domination and their intention of perpetuating that domination."

A NEW AND POWERFUL THREAT?

If this assessment is correct - and I very much fear it is - the developing world seems to be confronted with a new and powerful threat, at a moment when the old challenge of Northern domination in the "traditional" information flow has not yet been dealt with effectively.

This threat is all the more dangerous because even many industrialized countries of the West - including my own - have not yet developed the legal, political and socio-economic patterns for new phenomena and techniques like trans-border data flow, direct satellite reception, cable television, remote sensing and computerized communication systems. Thus, the North so far - probably with the exception of the United States - is unable to offer models to the South which could be properly analysed, changed and redesigned by the developing world.

CHANGE OF SOCIETIES

Today societies in development countries, especially in Africa show a different face than twenty or thirty years ago when they became officially independent of their colonial powers. At that time in most cases the government was the only stable pillar of society and national identity. Meanwhile social groups like women's associations, youth groupings, trade unions, political parties, cooperatives, farmers etc. claim an active part in the socio-political life of the country and they strive for a fair share of the nation's communication system.

This demand can be met either by access to the existing media, irrespective of their legal constitution, or by allowing for alternative

channels like rural radio or small newspapers. Ways and means to recognize communication in a democratic way - opening up channels of and access to communication to relevant groups of society - are in my eyes the only solution for the problems of the first and the threatening second communication revolution. That is why the New Order in the South begins at home.

Industrialized countries, in turn, should be more aware of changes and demands of the South and more tuned to communication models serving development. Also for the North the New Order begins at home.

COMMUNICATION TRAINING IN AFRICA

Among the many important topics of the Conference communication training was probably the one most vividly discussed. The issue was introduced by Mr. L.D. Nguru, Principal of the Kenya Institute of Mass Communication (KIMC). The paper does not only present the history and the problems of communication training in Africa, but also gives a survey of ongoing training programmes in the African continent.

There cannot be any disagreement that there is at the moment an imbalance in the field of information and communication between the developing countries and developed countries. The field of communication and information is dominated by powerful news agencies based in the industrialized countries. These countries have also powerful transmitting stations beaming messages to the developing

countries and the developing countries have therefore become recipients of such information without the capacity to disseminate information themselves to the developed countries.

Even with the developing countries themselves communication and information systems are not fully developed to enable all parts of these countries to be reached or to reach the sources of information which in most cases are in the capitals. It is these obvious inequalities in the field of communication between developing and developed countries that have given rise to the international debate on the need for a New World Information and Communication Order.

IMPROVEMENT IN COMMUNICATIONS

UNESCO General Conference in Belgrade in 1980 was unanimous in expressing the desire that something should be done urgently to remedy the present situation. This is indeed a gigantic task but all organisations in the United Nations family have decided to put their efforts together. The United Nations itself; ITU, UNDP, UNESCO. This is because all developed and developing countries recognize that the development of communication is indispensable to political, socio-economic development in general and that development would certainly be accelerated with improved communications.

If we are to expect improvement in communications particularly in the disadvantaged countries particularly in Africa there is need for cooperation between the developing countries and the industrialized countries. It is therefore gratifying to note that a number of industrialized countries are playing an important part in this effort of assisting developing countries to improve their capacity in the communications fields. Several developed countries are contributing funds to the International Programme for the Development of Communication as well as assisting many of the developing countries through bilateral arrangements. Many of the developing countries are on their part allocating resources for development of communication systems, manpower development, etc.

TRAINING - A RECENT ACTIVITY

It is in the light of this rather vast historical and socio-economic background that I suggest we look at communication training in Africa, where, in spite of many shortcomings, a variety of different training programmes and activities have already come into existence.

Communication training in Africa is a relatively recent activity. Before independence of African countries the colonial masters did not see the need to train Africans in the field of communication. The communication systems were manned mainly by expatriates and only junior positions were held by the nationals of our countries.

After Independence most African countries realized that there was an urgent training need to enable their nationals to man the existing communication systems as well as meet the requirements for expaned services and systems. The former colonial countries therefore came forward with offers of training places in their own countries for few of communication personnel particularly from their former colonies.

Other industrialized countries also came forward with similar offers for training in their own countries. Developing countries also negotiated training places for their nationals not only in the Western industrialised countries but also in the Eastern Block countries and in the developing countries such as India which had already established their own communication training institutions.

NEW AVENUES

In spite of this effort the need for trained communications personnel was so great and these new avenues for training could not meet the existing training requirements. Faced with this situation a number of developing countries had no alternative than to set up their own communication training programmes. There was an advantage of setting up their own environment and had to cope with similar problems to the ones they were expected to face after training. They were not withdrawn from their own cultural background.

This however does not mean that these programmes did not experience serious problems as will be shown later in this paper, but whatever the problems this is an important initiative taken by the developing countries themselves and eliminated their entire dependence on the industrialized countries for training.

What then is the situation in the field of communiation training in Africa today?

As I have already stated faced with the acute training problem many African countries started their own training programmes.

These fell under a number of categories:

1. On the Job Training:

Several countries formulated training programmes for working staff. Such programmes are conducted in the officers places of work whereby the participants are released at certain times to attend theoretical classes and are given practical training under guidance and supervision from more experienced officers.

Some of the trainees are also released to attend part-time classes in recognized communication institutions in the town where they work (if such institution exist) or in the polytechnic.

2. Training in Universities:

A number of institutions of higher learning in a number of African countries started Departments of Mass Communications or Schools of Journalism where full-time students mainly for print and broadcasting journalism courses were enrolled. Graduates from these courses are awarded either diplomas or degrees.

Examples of this type of training are to be found in the University of Nairobi where the School of Journalism offers a post-graduate Diploma in Mass Communication. In the University of Lagos, Mass Communication Department where degree courses are offered; University of Ghana, Legon, for degree courses; University of Dakar, Centre des Etudes de Science et Techniques de D'Information (CESTT) in Senegal which also offers degree programmes.

There are also such communication training programmes in universities in some other African countries.

3. Training in Communication Training Institutions other than Universities:

A few African countries have established specialised communication training institutions where emphasis is on imparting of skills and techniques to trainees who then go to work in the media fields.

A good example of such institutions are to be found in Kenya, Zambia, Egypt, Zimbabwe, Nigeria, Ivory Coast.

Graduates from these institutions are usually awarded certificates or diplomas after successful completion of training programmes. Some of these institutions are established as separate entities whereas others are attached to the existing broadcasting or press organisations.

4. Training in Polytechnics/Technical Institutions:

Training of technical personnel needed by communications is generally carried out by technical institutions within the country or in the polytechnics. Some universities also have training programmes for engineers who can be utilized by communication organisations.

At the moment one can therefore safely say that a great deal of communication training is going on in Africa. These training programmes are at different levels and until recently one African country was ignorant of what communication training was going on in different African countries. In certain cases even in the neighbouring countries.

COMPARISON OF STANDARDS

African communication trainers and educators recognized this as a problem particularly when it comes to comparing of standards of training. Under assistance from UNESCO a number of meetings were held with attendance from selected number of such communication educators and trainers. A decision was taken at Accra, Ghana, in 1974 that a council to be known as "The African Council on Communication Education"- ACCE in short - be formed. A small committee formed at a meeting held at the University of Ghana at Legon in 1974 was manadated to draw up a constitution for the council.

The main objective of the Council at the time was seen then as coordination of the communication training activities in Africa. Soon after this meeting a constitution for the Council was drafted and circulated to the known institutions of communication training in Africa for comments and amendments etc. In December 1976 a meeting was convened at the Kenya Institute of Mass Communication Nairobi with attendance from heads of existing communication institutions or their representatives. That meeting discussed the draft constitution and formally adopted the constitution and launched the African Council on Communication Education. The objectives of this Council as stipulated in the Constitution are:

- The assessments of training needs of African communication training institutions in order to evolve solutions to these needs.

- Assisting in curriculum design at the request of African communication training institutions and encouraging the circulation of various curricula and course designs among the training institutions.

- The encouragement of standardized systems of accreditations of African communication training institutions and universities.

- Finding ways and means of student and staff exchange among the African communication training institutions.

- The promotion of regional workshops and training courses and initiation of high-level training programmes for communication trainers.

- The encouragement of research within Africa communications institutions and cooperation with other international organisations in the field of communication research.

- The promotion of awareness among African Government of crucial role of mass media as an instrument for national development.

- Engaging in the collection and dissemination of information on media development, research communication training, curriculum design and provision of dated directories of organisations.

FINANCIAL PROBLEMS

Since 1976 several council meetings have been held e.g. in 1978 a biennial meeting was held in Dakar at Cesti when the meeting resolved that communication training institutions should work towards developing training programmes for rural journalism; communication research and news agency journalism.

The third biennial meeting held at Arusha, hosted by Tanzania School of Journalism, again stressed the need for communication institutions in Africa to emphasize rural communication and research in their training programmes. At the same time a rural communication workshop was held with participants from several African communication training institutions.

There is no question that the Council has noble objections. Unfortunately owing to financial problems it has not made its existence felt in initiating specific training projects and programmes. It is at present dependent on UNESCO and subscriptions from member institutions and although a work plan was drawn in the councils last meeting in Lagos this year no implementation is possible without adequate funding. The Council has approached IPDC, for supprt and intends to approach possible donors to support its projects.

I think this is a commendable effort by communication trainers and educators and deserves financial support from African governments and international agencies. Details about the proposed work-plan can be obtained from me if any of the delegates would be interested.

COMMUNICATION TRAINING IN KENYA

Let me now come to what is happening in Kenya in the field of communication training. In Kenya the University of Nairobi offers a one year post-graduate course in mass communication. Students have to be sponsored by media organisations or government and at the moment there are students from several English speaking African countries.

There is also Dayster Communication Training Centre in Nairobi which I am informed offers degree courses in communications. Unfortunately I do not have details about their programmes but I am told it is an affiliate of an American university and accepts students who plan to work for church organisations.

Another church supported communications training institution based in Nairobi is All Africa Conference of Churches Training Unit. This Unit offers short duration courses primarily for member churches sponsored trainees.

The largest communication training institution however in Kenya is the Kenya Institute of Mass Communication, Nairobi, which is under the Ministry of Information and Broadcasting. This Institute was established in 1968 with a responsibility of training technical and professional manpower needed by the Broadcasting and Information Department of the Ministry. K.I.M.C. currently offers courses in technical programme production, information (press journalism) and film production fields.

All the courses are job-oriented and place emphasis on practical projects and exercises. For this reasons K.I.M.C. has technical training facilities such as training workshops and laboratories, TV and radio studios; editing facilities for audio, film and television programmes, recording facilities etc. and is relatively well-equipped.

Funding for those buildings and equipment is from the Government of Kenya although as a result of an Agreement between the Ministry of Information and Broadcasting and the Friedrich-Ebert-Stiftung sigend in 1975 this Foundation has equipped the Film Production Department of the Institute and provided technical personnel as lecturers. Without this assistance it would have been extremely difficult to equip this modern film training facilities.

Although as stated earlier a lot of training is going on in Africa in the field of communication, the countries in this region are still faced with a lot of problems. Some of the countries still find that they lack resources to establish formal communication institutions and even those that have established such institution find that output from those institution cannot meet actual manpower requirement of communication personnel.

It should also be noted that many institutions offer academic training and basic skill-oriented training programmes hence there is need for specialised training programmes.

SHORTAGE OF TRAINERS

Training in communication if it is to be conducted properly is an expensive undertaking. Apart from physical facilities e.g. buildings and classroom, technical facilities such as workshop/laboratories; technical equipment etc. are needed. All this demands a lot of financial investment which is not readily available particularly today in view of world recession. Financial allocation for many of the training institutions is therefore inadequate and any assistance from the developing countries would be welcome.

I have also stated that communication training in Africa is relatively a recent activity having started seriously after African countries achieved political independence.

Thus, there is also a shortage of trainer's - individuals who are professionally and technically qualified to enable them to impart skills techniques and knowledge to trainees. This problem has been identified as one of the critical areas facing communication training in Africa. Developed countries could assist by making their facilities available to enable practising communication personnel to do more advanced training and also assist the African countries in their effort to train communication trainers.

SOUTH TO SOUTH COOPERATION

Developing countries can also assist some of the African countries to establish training facilities by financing, building and equipping programmes for such facilities. Some African countries are literary not in a position to find financial resources to establish even modest training facilities.

There is an urgent need for developed countries' assistance to international programmes such as the International Programme for the Development of Communication, or through UNESCO by making funds available under Funds in Trust for assisting specific communication training programmes; assistance to A.C.C.E. by sponsoring its training activities and also through bilateral assistance programmes between individual African countries and industrialized countries.

NARROWING THE GAP

If the imbalance between developing and developed countries is to be corrected and the existing gap be narrowed one cannot overemphasize the need for cooperation between the African countries and industrialized countries such as Federal Germany. The assistance that K.I.M.C. Film Training Department has received from the Friedrich-Ebert-Stiftung in the training of specialized aspect of film training can serve as a model of the type of assistance that would, if intensified, assist African countries.

Another example is the UNESCO/Nordic Countries Communication Manpower Development Project through which Nordic Countries have made funds available to UNESCO for training of communication personnel; in East, Central and Southern African countries. Under this projects hundreds of Africans communication personnel have benefitted from training programmes in this subr gion.

TWO WORK PLANS

In a meeting held in Zimbabwe in March 1982 all participating countries in the project expressed satisfaction with the success achieved in the execution of Work Plan I of the project and recommended that Work Plan II be implemented. Courses under this Project have ranged from Basic News Reading Radio Course, Communication Research Courses, Broadcast Trainers Course on Hardware Development Workshop for Work Plan II.

The emphasis in this Project has been on broadcast journalism and there is need for a similar project emphasizing press or print media journalism: under such a project news agency journalist could be trained and by so doing projected services by PANA could be improved. We cannot debate the point that for PANA to be credible organisation it will need professionally trained journalists some of whom could be posted to developed countries as its foreign correspondents. African countries are

also short of news agency journalists and they require training programmes for such personnel. Other African countries have not even started their own news agency due to problems already referred to is this paper.

In this paper I have attempted to give a general view of what is happening in the field of communication training in Africa. I have also touched on some of the crucial problems facing communication training as an activity in Africa and made some suggestions of how I think the developing countries and developed countries could cooperate in their attempt to resolve the problems.

The important point to emphasize here is that there is need for developing countries to provide more resources in terms of finances and manpower to training. There is need for developed countries to provide more resources to assist developing countries in communications and in particular to training and there is need for cooperation between the two camps if we are to expect African countries to meet their trained personnel requirements. For a New International Information and Communication Order to be established developing countries and particularly African countries need to establish necessary communication infrastructures and to have adequate professionally and technically qualified manpower for their communication.

Establishment of infrastructive should go hand in hand with training of communication personnel.

CONFERENCE AGENDA

1 December 1982

morning to afternoon	*Arrival of participants*
03.00 p.m.	*Registration of Participants*
04.30 p.m.	*Official Opening*
	Key Note Address by the Hon. Minister for Information and Broadcasting, Government of Kenya
	Opening Statement by the Kenya Representative of the Friedrich-Ebert-Stiftung
05.30 p.m.	*Close and Coffee Break*
07.30 p.m.	*Reception Hosted by Friedrich-Ebert-Stiftung*

2 December 1982

09.00 a.m.	*Introductory Statement by the Head, FES, Mass Media Division*
09.45 a.m.	*Press Agencies* *National and Regional and International Agencies in Africa*
10.30 a.m.	*Coffee Break*
11.00 a.m.	*The Role of Radio in the Process of Development* *Regional and North-South Cooperation*
12.30 a.m.	*Lunch Break*

2 December 1982 - continued

03.00 p.m.	*Television and TV Films* *National and Regional Trends, Regional Co-operation in the Field of Programmes and News. North-South Relations in the Field of TV and Cooperation with other Regional Organisations*
04.30 p.m.	*Coffee Break*
05.00 p.m.	*Politics of Communication and Planning of Communications in Africa*

3 December 1982

09.00 a.m.	*Cooperation, Confrontation or Dissociation? African - West German Cooperation in the Field of Communication*
10.30 a.m.	*Coffee Break*
11.00 a.m.	*Research - Documentation - Training Assessments and Analysis*
12.30 p.m.	*Lunch Break*
03.00 p.m.	*Official Closing of Conference*
06.30 p.m.	*Cocktail Party Hosted by the German Ambassador*

FRIEDRICH-EBERT-STIFTUNG AND ITS COMMUNICATION ACTIVITIES

The Friedrich-Ebert-Stiftung (FES) is the first and earliest German foundation with a socio-economic and political background. Its constitution on April 15, 1925 was based on the political legacy of Friedrich Ebert, the first President of the Weimar Republic.

In his leading function within the Social Democratic Party of Germany (SPD) and as the first President of the German democracy established in 1919 Ebert fought for the equality of underprivileged workers in society and for a democratic and social order aimed at bridging social barriers.

(KIMC) in Nairobi, the **Zimbabwe Broadcasting Corporation** in Harare and the trade union-owned **Broadcast Production and Training Centre (BPTC)** in Cebu City, Philippines, a project which has been especially commended by UNESCO. The Ministry for Radio and Television of the People's Republic of China cooperates with the FES in the field of countrywide planning and training measures as well as concerning scholarships for radio and TV practitioners for advanced training in the Federal Republic of Germany. Together with its partners the FES holds national and international seminars and draws up studies and expertises.

The FES also sponsors the **production of teaching materials** and itself publishes monographs and handbooks on all aspects of mass communication, the series **"Mass Media Manual"**.

The Friedrich-Ebert-Stiftung was the first German institution to begin implementation - together with its partners in the developing countries - of the demand for a New International Information and Communication Order (NIICO). Before the term became a topic for international discussions the Friedrich-Ebert-Stiftung was already involved in creating a horizontal flow of news between developing countries. Already in 1975 an FES advisor, a television journalist and Eurovision expert, began an assignment in the Arab world to advise these countries in setting up a daily exchange of TV news and to train the needed personnel. After the know-how, technical and personnel requirements had been met there, the FES took up its consultancy and training support in this field in the South-East Asian region. The FES also contributed to a Fasibility Study for TV News Exchange in the URTNA region.

The latest project in the NIICO context is as yet unique in the industrialized countries. Since 1980 the FES has been sponsoring the establishment of a **German-language service of the Third World news agency "ipe"**. In an office set up for the purpose in Bonn original news from developing countries, written by Third World journalists, is editorially processed and translated into German. This is a contribution to creation of a south-north flow of news, giving the developing countries the possibility to depict themselves better than hitherto in an industrialized country.

The fundamental demands Social Democrats made in their struggle to reform German society under Ebert's leadership - freedom, justice and solidarity - still govern the activities, aims and objectives of the Friedrich-Ebert-Stiftung. This fundamental struggle determines the goals and contents of its socio-political work at home and abroad:

- Training and educating citizens with the aim of furthering democratic awareness and skills in all spheres of life and improving democratic institutions - whether governmental or non-governmental.

- Promotion of understanding and cooperation between peoples, nations and ethnic groups.

- Financial and non-material sponsorship of talented German and foreign students.

Until the National Socialists banned the foundation in 1933 the work of its then still small staff was concentrated on research and study sponsorship. Good relations developed with agencies of the League of Nations and other international institutions, with an emphasis on better Franco-German relations.

Immediately after World War II and the collapse of the Nazi regime in Germany close friends of Friedrich Ebert resumed the foundation's work, adding new dimensions to his legacy.

The present-day activities of the FES - in the spirit of its founder - now span the following fields:

- Socio-political education in West Germany and abroad.

- Practice-oriented research and scientific consultancy of German and foreign political decision-makers.

- Sponsorship of German and foreign students.

- Promotion of international understanding by means of professional consultancy services in the field of co-operatives, economical sciences, community development, adult education, labour relations and mass communication.

THE MAIN FIELDS OF THE INTERNATIONAL WORK OF THE FES ARE

- **socio-political education,**

- **sponsorship of political parties and trade unions,**

- **cooperatives, self-help organisations and commonwealth enterprises,**

- **mass media and mass communication research facilities.**

These activities aim at

- **promotion of the establishment of better democratic social structures,**

- **creation of more equality of opportunity and social and economic justice,**

- **support of national and international efforts for integration and objective solution of conflicts, reduction of hostilities and misunderstandings between nations.**

Among the well over 100 prominent guests the FES receives as delegations or individual visitors in Bonn every year there are leading personalities in trade union federations and individual unions, government officials, top functionaries of political parties and deputies, university teachers, heads of important research institutions, representatives of international organisations, radio, press, film and television chiefs and so on.

Many **FES branch offices** in Africa, Asia and Latin America, the Arab world and the Mediterranean region as well as the USA coordinate the practical work, carry out programmes of their own and at the same time liaise between the FES' foreign partners, head office and international organisations. The FES cooperates closely with the agencies of the United Nations, such as UNESCO, the ILO and FAO, as well as other international organisations, such as the Socialist International, the International Confederation of Free Trade Unions and other democratic in-

stitutions of the international labour movement. FES is also in permanent contact with international mass communication organisations, like Broadcasting Unions and specialized bodies.

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For media practitioners and mass communication scholars in Africa, Asia, the Arab World, the Caribbean and Latin America the **Friedrich-Ebert-Stiftung** is one of the best known West German institutions supporting media development in the Third World. For the past 15 years the FES has been actively involved in basic and advanced training, consultations services and project support for mass media in developing countries. Among West German non-governmental organisations the FES provides the largest portion of media development cooperation. The following description summarizes the philosophy behind the foundation's mass communication and media activities and gives some examples.

The FES cooperates with media and mass communication organisations in Third World countries on a basis of partnership. Its activities are aimed at helping underprivileged groups in the developing countries to solve their social and societal problems by improving communication systems and media facilities.

This objective is pursued mainly by

- consultancy and planning support aimed at **improving information systems and communication structures as well as equipping decision-takers and multipliers in developing countries to communicate socio-political and development-specific contents** to broad population strata. Equally important to this objective are technically and organisationally efficient systems of radio, television, film, news agencies and the audio-visual educational media and a high standard of professional training;

- consultancy and planning support in **building up international systems for the exchange of news through all media** and of information relevant to development with the

aim of enabling mass media, development organisations and multipliors in developing countries to inform each other directly and thereby to create alternatives to the established information channels aimed specifically at development;

* basic and advanced trainig of journalists and communicators as well as film and electronic media experts in developing countries **with the aim of equipping them better to depict and internationally disseminate the specific interests of the countries of the Third World** as well as making them more independent of foreign productions from industrialized countries and thereby to counter cultural alienation and political manipulation;

* **sponsorship of media with socio-political tasks** and suited to creating and/or improving democratic structures (trade union or party media, project-accompanying communication systems such as listener groups, small media, video communication systems, etc.);

* consultancy and training in creating the prerequisites for **giving governments, social groups and governmental and non-governmental development agencies access to media** with the aim of achieving development-oriented change through broad public discussion.

Among the major international partners of the Friedrich-Ebert-Stiftung in these activities are the two UNESCO-initiated ComNet Centres of **AMIC** in Singapore and **CIESPAL** in Ecuador, the Third World news agency operating worldwide, **Inter Press Service (ips)**, important members of the Non-Aligned Pool of News Agencies, the **Asia-Pacific Institute for Broadcasting Development (AIBD)** in Kuala Lumpur, Malaysia, the **Asia-Pacific Broadcasting Union (ABU)**, the **Arab States Broadcasting Union (ASBU)**, the **Arab States Broadcasting Union (ASBU)**, the **African Broadcasting Union (URTNA)**, the **University of the West Indies** as well as other internationally active mass communication teaching and research establishments.

At national level the FES aids radio and television corporations, training centres for radio, film and television and advises ministries in introduction or restructuration of mass media. In this field the major partners are currently the **Kenya Institute for Mass Communication**